

A close-up photograph of a woman's face, focusing on her eye and ear. The image is overlaid with a semi-transparent purple hexagonal grid pattern. The woman has light-colored eyes and is wearing a black, curved earring.

NetElixir™

presents:

FACES

2023

High-Value Customer Insights

netelixir.com/faces

PREFACE

THE CONCEPT OF AN AVERAGE CUSTOMER IS A MYTH.

At NetElixir, we specialize in targeting, winning, and engaging high-value customers to help marketers further every marketing dollar and build a base of brand loyalists. FACES is a collection of our high-level, high-value customer insights based on aggregated industry-wide data collected by our proprietary AI-driven digital marketing platform, LXRInsights. Our ongoing research into consumer insights seeks to better understand shifts in behavior that signal new or evolving trends. We are studying the ongoing impact of the pandemic on emerging trends, e-commerce innovations, and social initiatives.

Our first two editions of FACES sought to answer how customers' shopping behaviors changed during the holidays; we shared insights into the YoY changes in online shopping behaviors during the 2018 and 2019 holiday seasons. Our recent two editions analyzed how consumers' search-shop-buy behavior evolved as people adjusted to new e-commerce and digital initiatives spurred and changed by the pandemic. This year, we take a more granular approach to our data segmentation to better understand minute changes.

FACES 2023 showcases insights for the high-value online shopper in the following 11 e-commerce categories: B2B Healthcare, Beauty & Cosmetics, Fashion Accessories, Food & Gourmet, Gifting, Kitchenware, Medical Supplies, Office Supplies, Pet Supplies, Sports Apparel, and Tools.

NetElixir's E-Commerce Growth Lab analyzed over 2 million unique online customer paths to purchase, across the above 11 e-commerce categories throughout the course of 2022. We divided the year's data into four timeframes, looking at the distinct behavior across each quarter to better track changes in how your high-value customers search and shop online.

We aggregated the data of high-value customers using the following metrics:

Top Hour to Visit: When were these customers most likely to search online (local time)?

Top Hour to Purchase: When were they most likely to make a purchase (local time)?

Top Day of Week: On what day were they most likely to purchase?

Latency: How long did the customer take to make a purchase after his or her first website visit?

Prior Website Visits: How many times did the customer visit the website prior to purchasing?

Mobile 1st Visit %: What percentage of all first website visits were on mobile devices?

Mobile Purchase %: What percentage of all purchases were made from mobile devices?

AOV (Average Order Value): How much did the customer spend per order?

Items Per Order: How many items did the customer buy per order?

For each of the e-commerce categories, we aggregated the data to build a distinct customer persona.

How Can FACES Help You?

The fundamental flaw in modern digital marketing is settling for attracting only average customers. By understanding the unique shopping habits of your high-value customers, you'll reframe your marketing efforts to engage friends, not strangers. Use FACES as a directional guide and compare your own high-value customer shopping insights with that of our category benchmarks to identify any overlaps. Then, use this data to create extraordinarily more efficient, effective, and personalized campaigns.

We hope our FACES research inspires marketers to gain a deeper understanding of your customer's behavior and to learn more about each individual behind every click and e-commerce metric. By constantly aggregating live customer data, using customized data analysis models, and applying what you learn, you can make more responsible business decisions. Empower your customer engagement strategy to build a base of loyal brand enthusiasts.

Best wishes,
Udayan Bose
Founder & CEO, NetElixir



WOMEN,
AGE 25-34



BEAUTY & COSMETICS

KEY METRICS	Q1 2022	Q2 2022	Q3 2022	Q4 2022
TOP HOUR TO VISIT:	12 PM	12 PM	12 PM	12 PM
TOP HOUR TO PURCHASE:	12 PM	12 PM	12 PM	12 PM
TOP DAY OF WEEK:	THU	WED	MON	FRI
LATENCY:	3.08 DAYS	2.92 DAYS	2.25 DAYS	2 DAYS
PRIOR WEBSITE VISITS:	4	4	3	3
MOBILE 1ST VISIT %:	74%	74%	77%	77%
MOBILE PURCHASE %:	74%	74%	77%	77%
AOV:	\$130.38	\$127.12	\$126.41	\$118.27
ITEMS PER ORDER:	5.21	4.87	5.19	4.21

OFFICE SUPPLIES

WOMEN,
AGE 25-34

KEY METRICS	Q1 2022	Q2 2022	Q3 2022	Q4 2022
TOP HOUR TO VISIT:	8 AM	7 AM	8 AM	10 AM
TOP HOUR TO PURCHASE:	12 PM	11 AM	10 AM	10 AM
TOP DAY OF WEEK:	MON	TUE	WED	MON
LATENCY:	3.08 DAYS	2.92 DAYS	2.25 DAYS	2 DAYS
PRIOR WEBSITE VISITS:	5	4	4	4
MOBILE 1ST VISIT %:	17%	15%	14%	16%
MOBILE PURCHASE %:	15%	14%	14%	14%
AOV:	\$469.44	\$414.98	\$414.20	\$400.26
ITEMS PER ORDER:	4.99	5.27	5.62	6.24



WOMEN,
AGE 25-34

FASHION ACCESSORIES

KEY METRICS	Q1 2022	Q2 2022	Q3 2022	Q4 2022
TOP HOUR TO VISIT:	6 PM	2 PM	5 PM	7 PM
TOP HOUR TO PURCHASE:	3 PM	2 PM	3 PM	1 PM
TOP DAY OF WEEK:	THU	TUE	FRI	THU
LATENCY:	5.0 DAYS	4.75 DAYS	4.04 DAYS	3.33 DAYS
PRIOR WEBSITE VISITS:	6	6	5	5
MOBILE 1ST VISIT %:	79%	79%	81%	81%
MOBILE PURCHASE %:	77%	78%	81%	81%
AOV:	\$160.30	\$155.03	\$151.15	\$141.48
ITEMS PER ORDER:	1.91	1.92	1.8	1.67

FOOD & GOURMET

MEN,
AGE 65+

KEY METRICS	Q1 2022	Q2 2022	Q3 2022	Q4 2022
TOP HOUR TO VISIT:	1 PM	9 AM	8 AM	10 AM
TOP HOUR TO PURCHASE:	1 PM	2 PM	10 AM	10 AM
TOP DAY OF WEEK:	TUE	SAT	SAT	TUE
LATENCY:	3.71 DAYS	3.04 DAYS	2.21 DAYS	2.21 DAYS
PRIOR WEBSITE VISITS:	6	5	5	4
MOBILE 1ST VISIT %:	15%	19%	22%	20%
MOBILE PURCHASE %:	14%	18%	18%	14%
AOV:	\$174.91	\$196.01	\$211.62	\$158.09
ITEMS PER ORDER:	2.05	2.19	2.3	1.65





WOMEN,
AGE 65+



GIFTING

KEY METRICS	Q1 2022	Q2 2022	Q3 2022	Q4 2022
TOP HOUR TO VISIT:	10 AM	9 AM	9 AM	11 AM
TOP HOUR TO PURCHASE:	11 AM	9 AM	11 AM	12 PM
TOP DAY OF WEEK:	TUE	MON	TUE	TUE
LATENCY:	5.78 DAYS	6.08 DAYS	5.75 DAYS	4.25 DAYS
PRIOR WEBSITE VISITS:	9	9	9	8
MOBILE 1ST VISIT %:	40%	46%	51%	53%
MOBILE PURCHASE %:	38%	45%	49%	52%
AOV:	\$93.69	\$87.79	\$79.33	\$73.13
ITEMS PER ORDER:	7.9	6.19	5.79	5.9

B2B HEALTHCARE

MEN,
AGE 35-44

KEY METRICS	Q1 2022	Q2 2022	Q3 2022	Q4 2022
TOP HOUR TO VISIT:	1 PM	9 AM	11 AM	9 AM
TOP HOUR TO PURCHASE:	1 PM	1 PM	1 PM	12 PM
TOP DAY OF WEEK:	WED	TUE	WED	TUE
LATENCY:	7.29 DAYS	7.83 DAYS	6.75 DAYS	6.92 DAYS
PRIOR WEBSITE VISITS:	4	4	5	5
MOBILE 1ST VISIT %:	0%	0%	0%	1%
MOBILE PURCHASE %:	0%	0%	0%	0%
AOV:	\$1,474.88	\$1,346.88	\$1,253.08	\$1,009.74
ITEMS PER ORDER:	11.14	9.37	8.4	6.59





WOMEN,
AGE 35-44

KITCHENWARE

KEY METRICS	Q1 2022	Q2 2022	Q3 2022	Q4 2022
TOP HOUR TO VISIT:	1 PM	11 AM	11 AM	10 AM
TOP HOUR TO PURCHASE:	2 PM	11 AM	1 PM	3 PM
TOP DAY OF WEEK:	SAT	MON	TUE	MON
LATENCY:	3.75 DAYS	2.21 DAYS	2.67 DAYS	2.25 DAYS
PRIOR WEBSITE VISITS:	5	5	4	4
MOBILE 1ST VISIT %:	24%	27%	29%	34%
MOBILE PURCHASE %:	22%	24%	28%	32%
AOV:	\$379.25	\$397.21	\$372.15	\$343.19
ITEMS PER ORDER:	4.05	4.35	3.85	3.53

MEDICAL SUPPLIES

WOMEN,
AGE 65+

KEY METRICS	Q1 2022	Q2 2022	Q3 2022	Q4 2022
TOP HOUR TO VISIT:	12 PM	10 AM	12 PM	3 PM
TOP HOUR TO PURCHASE:	11 AM	11 AM	11 AM	2 PM
TOP DAY OF WEEK:	TUE	MON	TUE	MON
LATENCY:	3.63 DAYS	3.63 DAYS	3.63 DAYS	3.54 DAYS
PRIOR WEBSITE VISITS:	4	4	4	4
MOBILE 1ST VISIT %:	29%	29%	30%	33%
MOBILE PURCHASE %:	18%	18%	18%	23%
AOV:	\$109.82	\$112.26	\$108.96	\$101.87
ITEMS PER ORDER:	2.83	2.78	2.74	2.67





**WOMEN,
AGE 35-44**

PET SUPPLIES

KEY METRICS	Q1 2022	Q2 2022	Q3 2022	Q4 2022
TOP HOUR TO VISIT:	5 PM	7 PM	4 PM	7 PM
TOP HOUR TO PURCHASE:	8 PM	7 PM	8 PM	10 AM
TOP DAY OF WEEK:	MON	MON	MON	MON
LATENCY:	7.38 DAYS	7.67 DAYS	7.13 DAYS	6.67 DAYS
PRIOR WEBSITE VISITS:	8	8	7	7
MOBILE 1ST VISIT %:	44%	43%	42%	44%
MOBILE PURCHASE %:	42%	42%	41%	43%
AOV:	\$331.88	\$318.90	\$334.34	\$324.89
ITEMS PER ORDER:	3.42	3.57	3.43	3.24

SPORTS APPAREL

WOMEN,
AGE 25-34

KEY METRICS	Q1 2022	Q2 2022	Q3 2022	Q4 2022
TOP HOUR TO VISIT:	4 PM	7 AM	7 AM	8 AM
TOP HOUR TO PURCHASE:	4 PM	8 AM	7 AM	8 PM
TOP DAY OF WEEK:	MON	TUE	FRI	MON
LATENCY:	2.83 DAYS	2.88 DAYS	3.29 DAYS	2.58 DAYS
PRIOR WEBSITE VISITS:	44	50	50	21
MOBILE 1ST VISIT %:	58%	53%	57%	56%
MOBILE PURCHASE %:	55%	50%	54%	54%
AOV:	\$131.37	\$130.15	\$134.78	\$142.69
ITEMS PER ORDER:	1.24	1.29	1.33	1.1





**MEN,
AGE 65+**

TOOLS

KEY METRICS	Q1 2022	Q2 2022	Q3 2022	Q4 2022
TOP HOUR TO VISIT:	1 AM	10 AM	10 AM	1 PM
TOP HOUR TO PURCHASE:	2 PM	11 AM	1 PM	2 PM
TOP DAY OF WEEK:	THU	TUE	TUE	MON
LATENCY:	6.25 DAYS	7.54 DAYS	6.38 DAYS	2.63 DAYS
PRIOR WEBSITE VISITS:	6	7	7	6
MOBILE 1ST VISIT %:	18%	19%	18%	17%
MOBILE PURCHASE %:	18%	17%	17%	18%
AOV:	\$206.42	\$197.88	\$208.49	\$192.25
ITEMS PER ORDER:	4.53	4.76	4.79	4.54



SEARCH MARKETING REDEFINED.



NetElixir is an independent growth marketing agency for leading retail, DTC, and B2B brands. We have been driving profitable growth for e-commerce businesses since 2004, by combining a high-tech and high-touch approach to digital marketing. Leveraging our AI-powered customer intelligence platform, LXRInsights, we predictably identify, engage, and win high-value customers through targeted demand generation campaigns on search, social, programmatic display, and retail media channels. Our strategic insights empower brands to humanize their customer relationships and draw the line between invasive and inventive marketing.

LXRInsights • Marketplaces • Paid Social
Strategy • Paid Search • SEO

Learn more or call us today:
netelixir.com | 609-356-5112





LXR
INSIGHTS | powered by
NetElixir

The winning formula for today's complex digital marketing landscape is a unification of actionable AI-driven insights and human expertise to fully leverage those insights.

LXRInsights in NetElixir's AI-powered digital marketing platform that combines AI intelligence with our expert consulting to ensure your digital ads find your high-value customer every time. Key features include:

- **Predictive insights into your customers' online behavior**
- **Seamless one-click remarketing campaigns**
- **Proprietary high-value customer score to assess quality of acquired customers**
- **Competitive benchmarking of your paid media program**

Humanize Every Click

Request your free demo at
netelixir.com/try-lxrinsights.